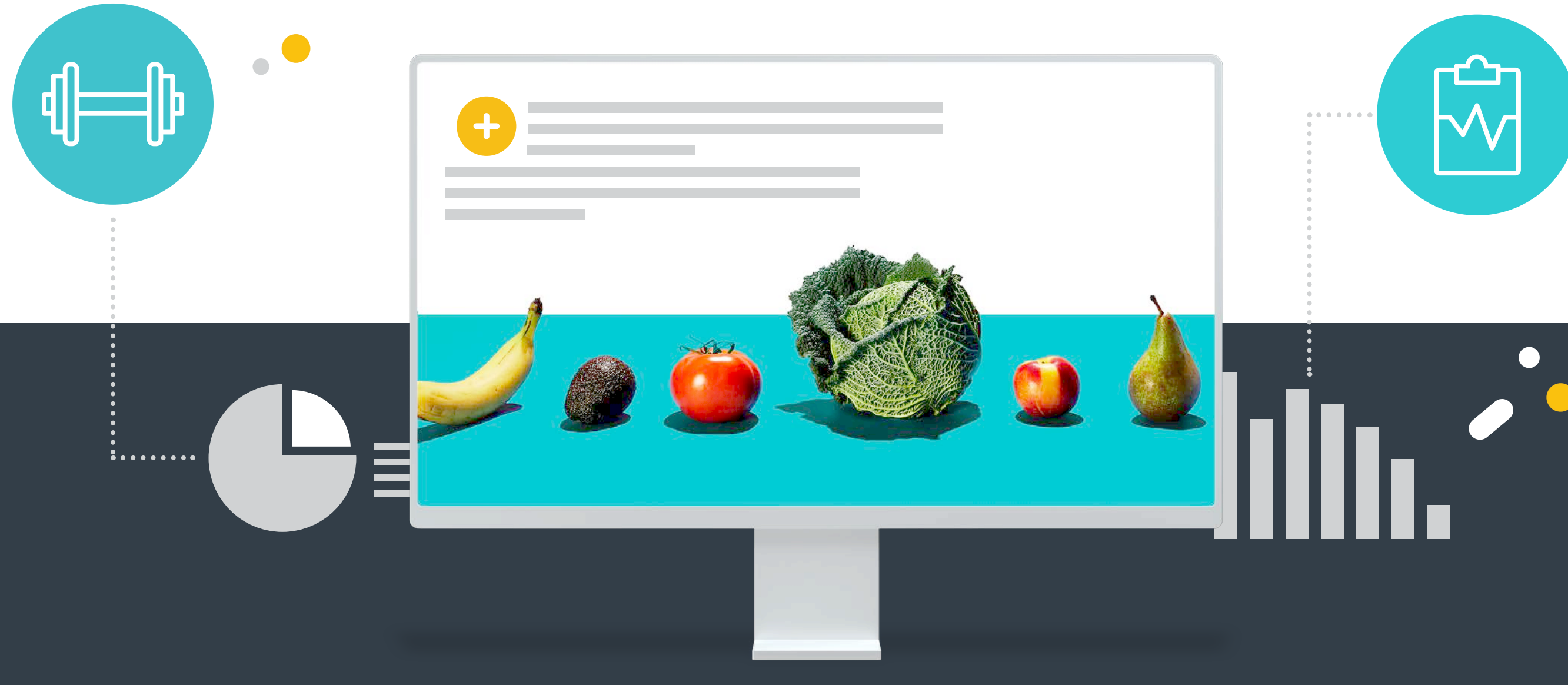


6 surprising stats on consumer health and wellness in 2021

And what evolving consumer health habits mean to brands



If you're on social media, you might think consumers are spending their time and earnings on self-comfort: from waffle maker cinnamon rolls to cocktail concoctions that call for an entire bottle of vodka. It might seem like over-the-top indulgence is the new diet trend.

But, according to our 2021 study, consumers are more mindful about their health than their news feed may show, and are investing time, energy, and their wallets in staying fit and in shape.

And here's a burnout alert: consumer admit that their stress levels are a concern and plan to embrace new activities to relax and recharge.

Positive progress beat out negative feelings

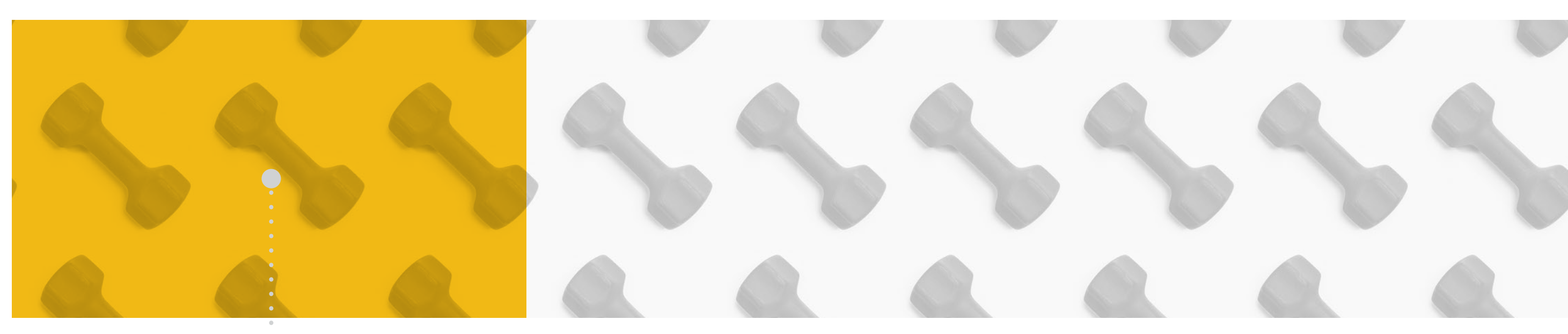
ONE

82%

The majority of consumers say their lives are **generally healthy**



TWO



33%

A third of consumers are exercising more and 34% are eating healthier than they were 3 months ago

Good intentions are still strong despite restrictions from a year long pandemic

THREE

57%

Over half said they are likely to alter their diet in the next 12 months to lose weight



Despite the optimism around physical health, people are split on their feelings about their mental health

FOUR

50%

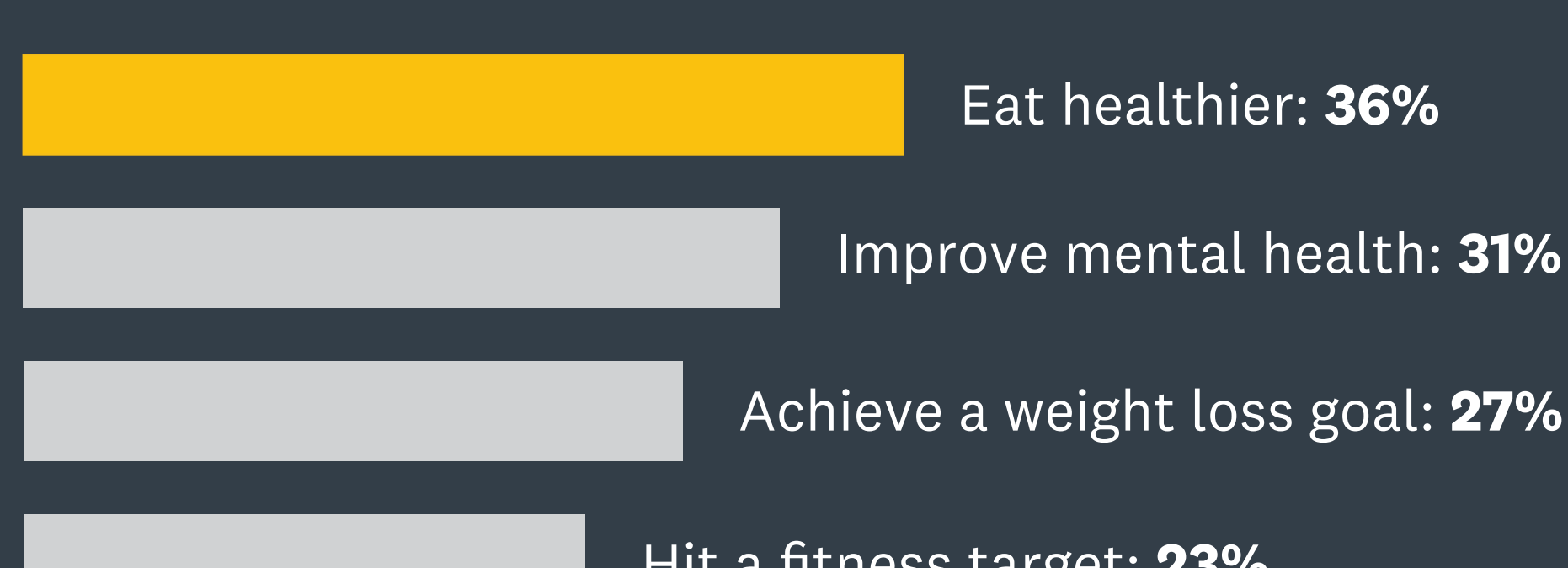
When asked about their stress levels, **half of consumers** said they are burnt out and hanging on by a thread



But consumers are committed to improving their health and wellness

FIVE

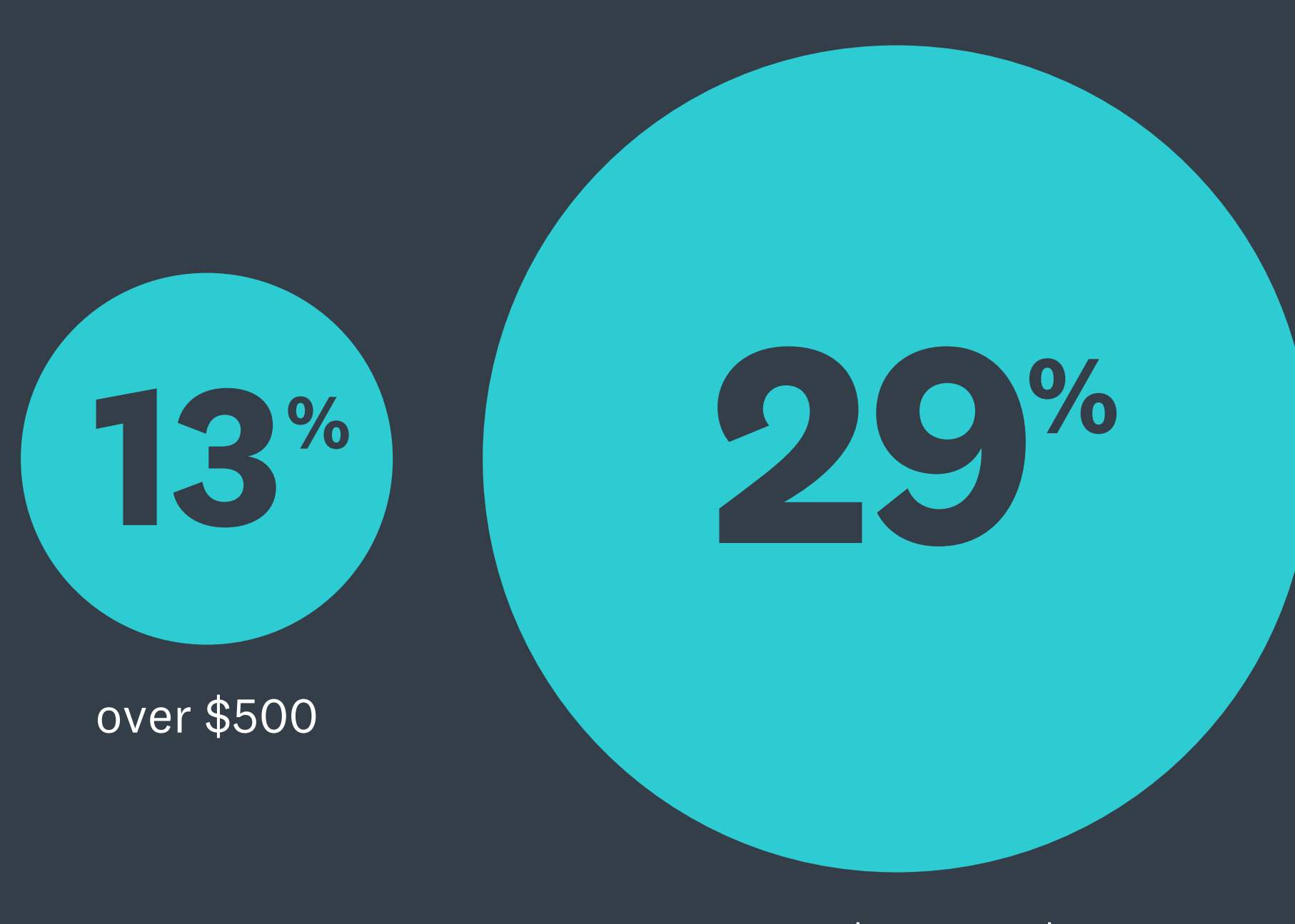
What intentions do consumers have in 2021?



And will invest a significant amount to reach their goals

SIX

How much consumers are willing to spend to reach their 2021 resolutions:



Have your own questions about consumer health and wellness?

Find out how to conduct your own research on-demand.

[Learn about SurveyMonkey Market Research Solutions](#)

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Methodology:

This study was conducted using SurveyMonkey Audience between January 7-21, 2021 to acquire a national sample of 1,606 adults in the U.S. The sample was balanced for age, gender, and US Region according to the Census Bureau's American Community Survey.

See more results from our survey in [this article](#).